

# **Art Works for the National Endowment for the Arts**

**Basic**  
Logo



**ART WORKS.**

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# Basic Shape

Triple triangles are a metaphor for  
the three purposes of Art Works:

1. Works by Artists
2. Art works.
3. Art workers



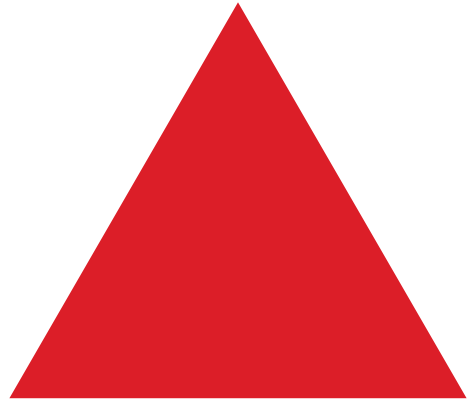
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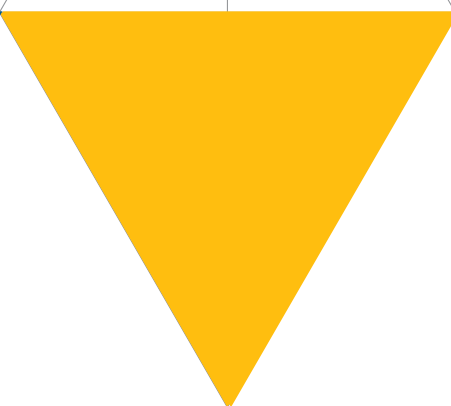
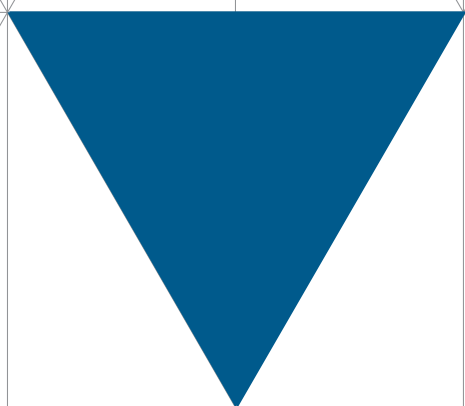
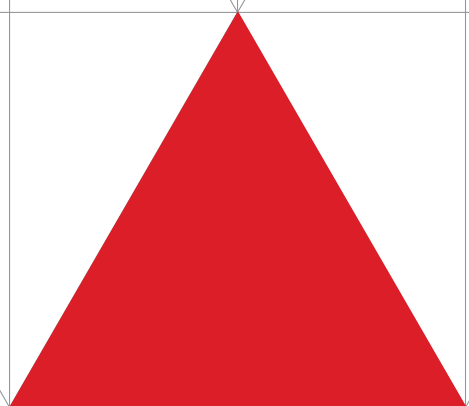


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# Basic Shape

Based on a grid system, the white ground produces the letters A and W.  
The process in recognizing the ground letters represent bridging the gap  
between Art Works and the audience.

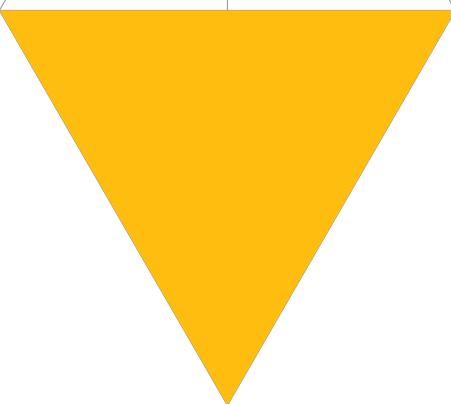
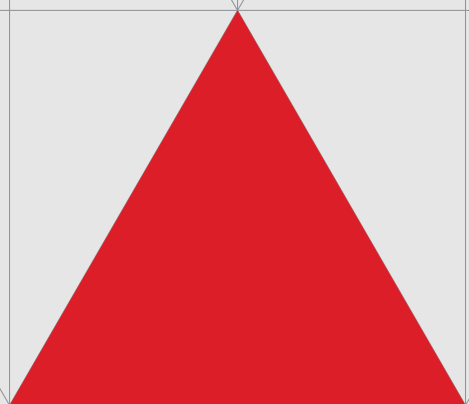


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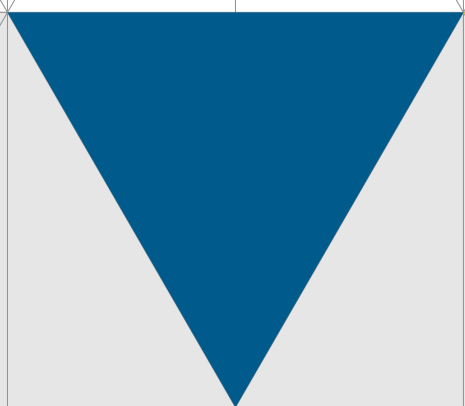
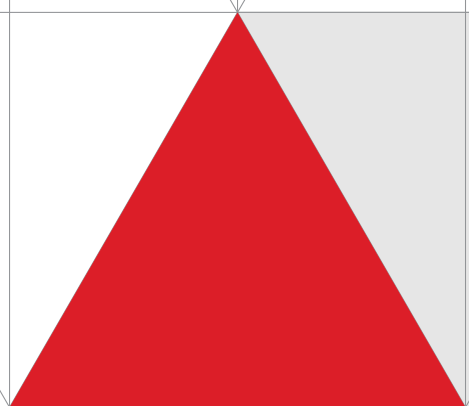


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# Basic LogoType

The period after the logotype gives a strong impression, while at the same time makes the two letters into a sentence. It being a sentence supports one of the purposes of Art Works, stating that art workers are real workers with real jobs that are a vital part of this country's economy.



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# Basic LogoType

Futura Maxi, a geometric typeface, has the sense of credibility and creates beautiful harmony with the perfect triangles.



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# Basic Color

The colors are based on art work, Sol LeWitt's Isometric Figure.  
It consists of primary colors, which are red, dark blue, and yellow,  
but it still contains seriousness because it is a bit toned-down.



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**Isometric Figure  
with Bars of Color**  
Sol LeWitt

# Basic Black & White

The gray scale includes various patterns that represent colors and the variety of art work. The essential purpose is to reproduce the logo clearly on all manner of black and white governmental documents.

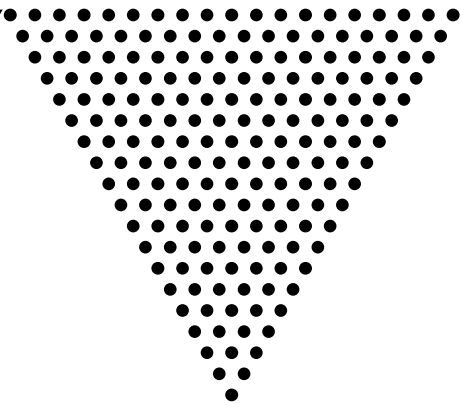
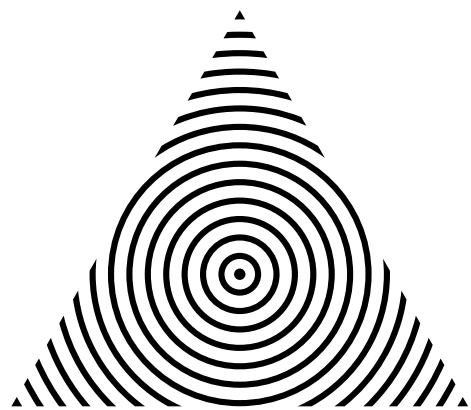


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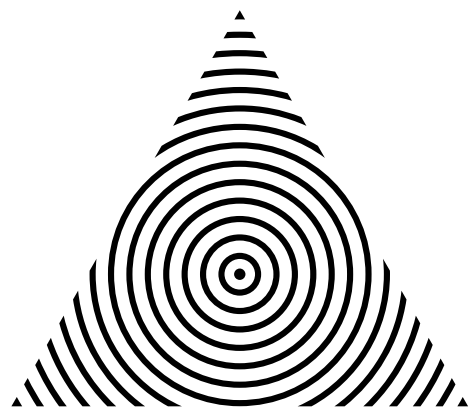


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# Basic Black & White

The logo scaled down to 3 inches and below may use less dense patterns which encourages better legibility.



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# Thank you.

**This basic identity of Art Works for  
the National Endowment for the Arts  
was designed by Why Not Smile  
in New York.**



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